



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of May 17, 2022

File #022-LTAB-017

APPLICANT: Jian Weng/Keng Lin/He Sheng Weng/Sai Ying Liu/Jin Lin/Yan Sheng Dong dba Storming Crab

LOCATION: 6779 East State Street

REQUESTED ACTION: A Modification of existing liquor license to add five (5) additional officers in a C-2, Limited Commercial Zoning District.

EXISTING USE: Restaurant with liquor by the drink

PROPOSED USE: Restaurant with liquor by the drink

DIMENSIONS: See attached Exhibit E.

ADJACENT ZONING AND LAND USES:

NORTH:	C-2;	RAAR Office, Midland Bank
EAST:	C-2;	Law Office, Applebees
SOUTH:	C-2;	Various Offices
WEST:	C-2;	Rockford Public Library, Longhorn Steakhouse

YEAR 2020 PLAN: C Retail

HISTORY: **File #020-LTAB-051:** The sale of liquor by the drink in conjunction with a restaurant in a C-2, Limited Commercial Zoning District was approved on June 3, 2020 for the subject property.

File #018-LTAB-030: The sale of liquor by the drink in conjunction with a restaurant and outdoor seating area in a C-2, Limited Commercial Zoning District was approved September 6, 2018 for the property located at 6690 East State Street. This is northwest of the subject property.

REVIEW COMMENTS: The Applicant is requesting a modification of existing liquor license to add five (5) additional officers in a C-2, Limited Commercial Zoning District. The property is located on the southeast corner of Mill Road and East State Street.

One of the Applicants, Jian Weng who is the president of Storming Crab Rockford IL LLC, was granted a liquor license in June of 2020. Since this approval, there has been a change to add additional officers to the business. Since there are additional officers, a modification of the existing liquor license is required.

As required by the Liquor Ordinance, a modification of existing liquor license holder must go before the commission for review. As part of the

review, it requires the applicant to submit a completed license application, security plan and business plan. Additional items are presented for the use approval regarding the site and intended business.

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is an Alta/NSPS land title survey. The building is 5,955 square feet. The parking requirements for a restaurant is 13.3 parking spaces per 1,000 square feet. Based on the existing square footage of the building, the required parking spaces would be 79 spaces. The property has approximately 80 parking spaces. The parking lot is surrounding by three (3) different street frontage (two public, one private) and has frontage landscape. A landscaping plan was not submitted.

Exhibit F is the interior layout of the building. The floor plan consists of the existing restaurant layout. There are two (2) dining areas next to a counter bar area. There are a total of 85 seats including the bar. The kitchen area is next to the main entrance and waiting area.

Exhibit G is the business plan. The restaurant is known as Storming Crab featuring Cajun Style seafood. The business team has over 10 years of managing and operation experience. The business is run by family members who have been very successful with running restaurants in Tennessee, Indiana, Ohio and New York. The restaurant's current schedule is (7) days a week. The hours of operation will continue to be from 11:00 a.m. to 10:00 p.m., Sunday to Thursday and 11:00 a.m. to 11:00 p.m., Saturday and Friday. The restaurant will train and educate the servers and bartenders on following rules and regulations with liquor. The ratio for food would be 90% to 10% liquor sales. Exhibit H is the menu.

Exhibit I is the building elevation and property summary. The building size is 5,995 square feet and it was built in 1991. This is the former Perkin's property. The property is surrounded by many retail and restaurant businesses.

Exhibit J is the service calls for the last two years, May 3, 2020 to May 3, 2022. There were a total of nine (9) service calls. The reported offenses ranged from service other agency law to traffic hazard.

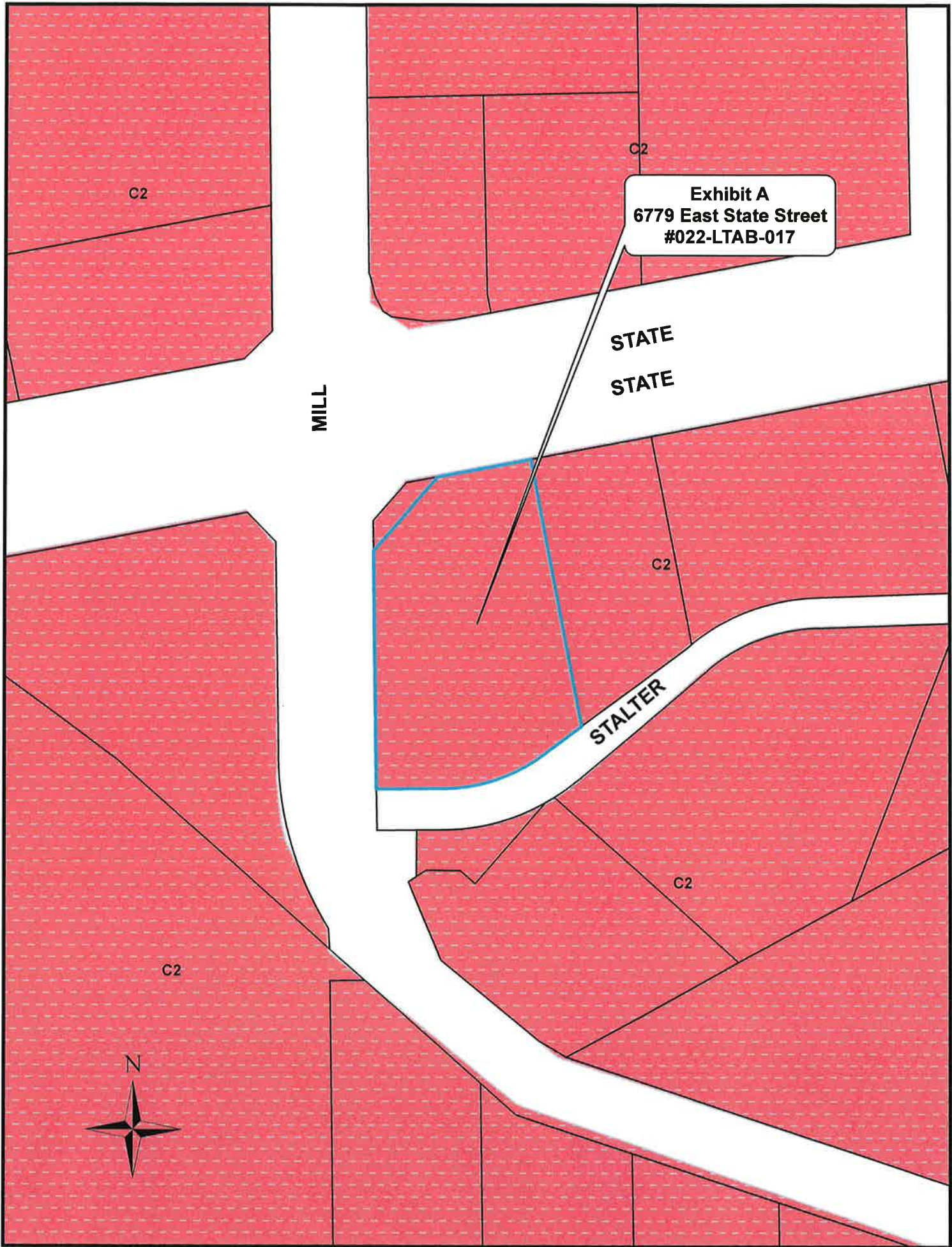
The modification of existing liquor license to add additional officers is reasonable. The business will continue to operate as existing. Therefore, staff supports the request.

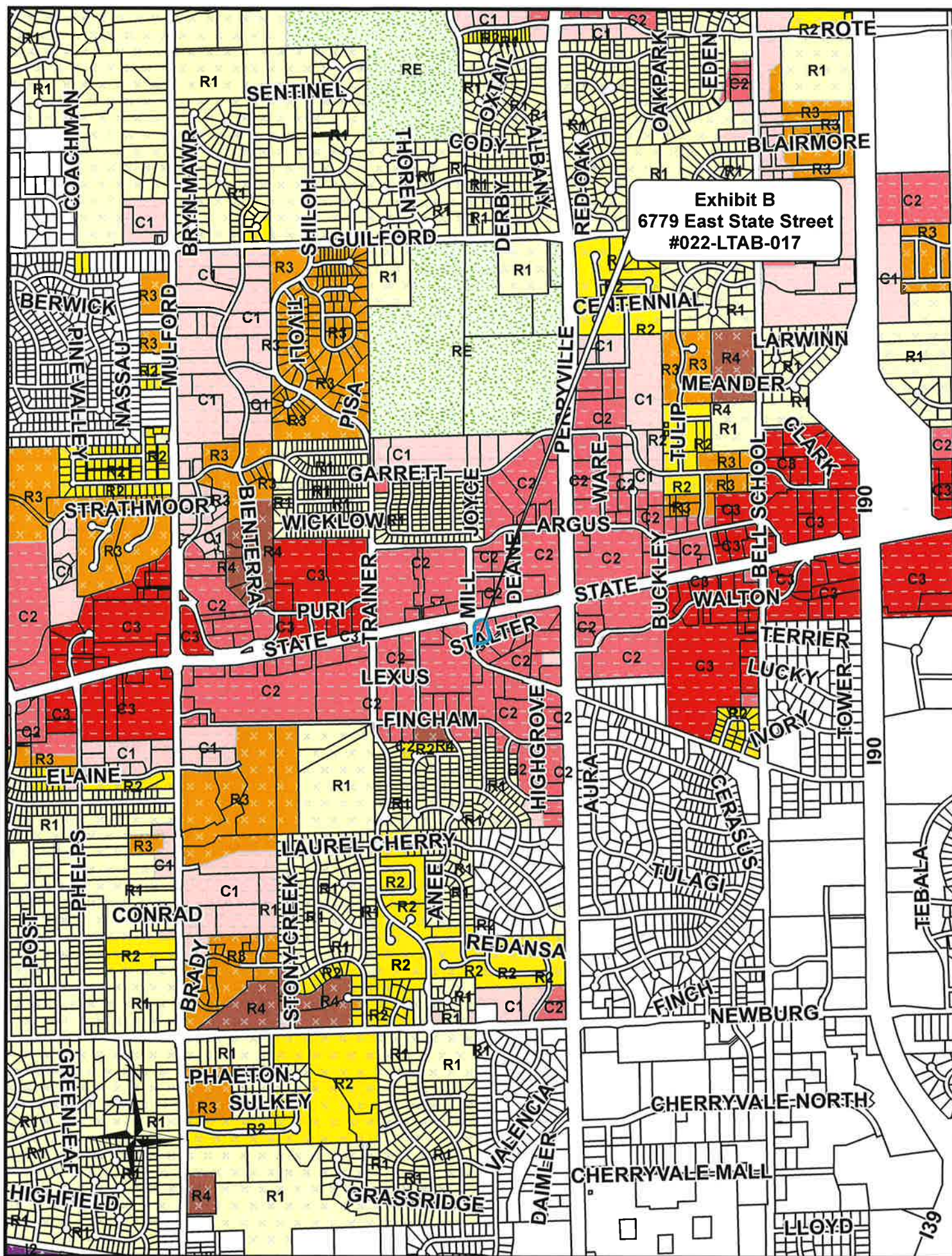
RECOMMENDATION: Staff recommends **APPROVAL** of requesting a modification of existing liquor license to add five (5) additional officers in a C-2, Limited Commercial Zoning District, subject to the conditions below:

1. Must meet all applicable Building and Fire Codes.
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes.
3. Window display signage is limited to 20% of window area.
4. The windows shall not be covered with bars or other devices that block the windows.
5. The proposed use shall not have a cover charge or dance floor.
6. The proposed use shall not have operate as a nightclub.
7. The proposed use and facility is prohibited from having any video gaming machines.
8. The hours of operation shall be limited to Sunday to Thursday, 11:00 a.m. to 10:00 p.m. and 11:00 a.m. to 11:00 p.m., Saturday and Friday.
9. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
10. All outstanding general ordinance fines must be paid prior to issuance of the license.
11. All conditions must be met prior to establishment of use.

SC:BM

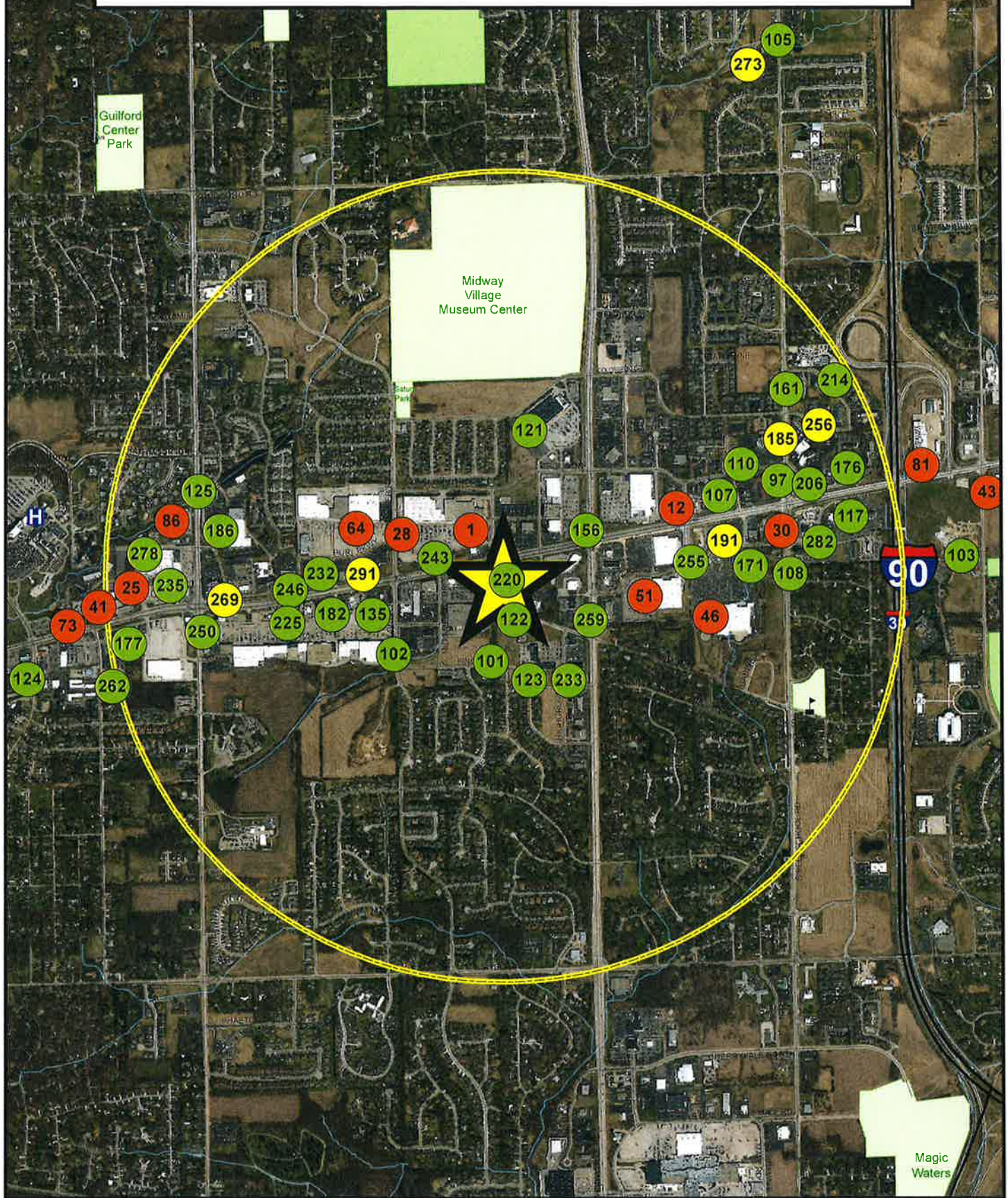
05/09/2022







6779 East State Street - Stoming Crab Rockford IL, LLC



- Key**
- z College/University
 - z School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQ OR LICENSE LOCATIONS-A 1/2022

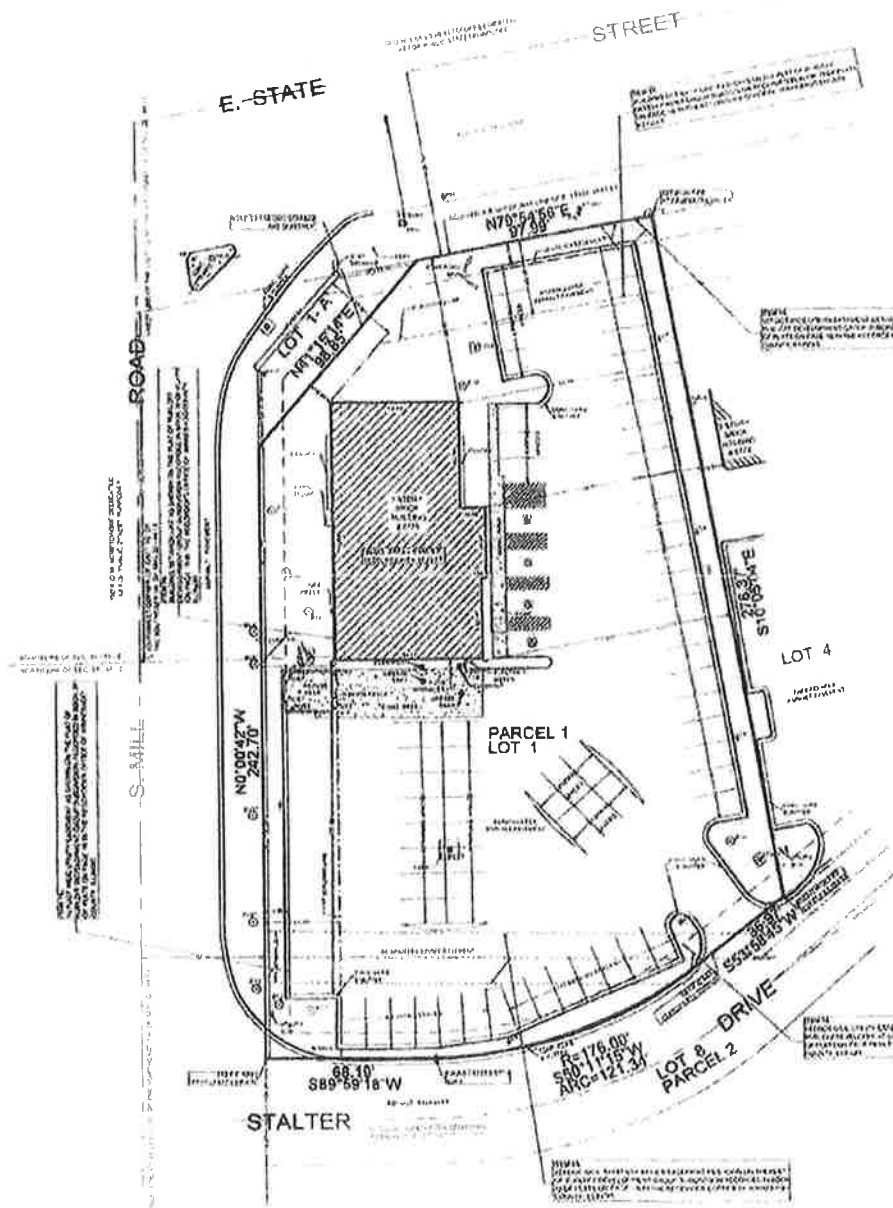
2022



Exhibit D
6779 East State Street
#022-LTAB-017



UNITED SURVEY SERVICE, LLC
ALTA / NSPS
LAND TITLE SURVEY



RECEIVED
FEB 11 2020
CITY OF ROCKFORD
LEGAL DEPARTMENT

Exhibit E
6779 East State Street
#022-LTAB-017

Drawn by: GW PROPERTIES	
Scale: 1" = 20'	
Date: 02/27/2020	
File #:	
2019 - 26756	
SHEET 2 OF 2	

LEGEND	DESCRIPTION
1	EXISTING LOT LINES
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100	EXISTING LOT LINES

PROPOSED FLOOR PLAN

Storming Crab Rockford IL, LLC DBA Storming Crab

6779 E State St.

Rockford, IL 61108

Exhibit G

6779 East State Street

#022-LTAB-017

Business Plan:

Mission Statement:

We are a Causign Dinning Seafood Restaurant. Our Mission is to provide fresh, healthy, nutritious, and great tasting seafood at reasonable price in a clean, friendly and convenient environment. Developing and operating a highly successful restaurant by exceeding our customers' expectations in product, service and dining experience. We are committed to consistent long-term growth and have a great contribution to local community.

Management:

The management team has more than 10 years in restaurant management and operation experience. Family members have run very successful same type of restaurants in Tennessee, Indiana, Ohio, and New York. We have excellent marketing plan and operation procedure to make sure the restaurant is a local attraction.

Market:

Storming Crab will be a seafood restaurant to offer different dining experience for its customer. With different taste of selections, the successful experience in other city will be transformed a successful one in Rockford. Rockford is a great diversity city and the Storming Crab will add more taste for the city.

Operation:

The restaurant will open seven days a week. The hours are from 11:00 AM to 10:00 Pm Sunday to Thursday, and 11:00 Am to 11:00Pm, Saturday and Friday. There is no entertainment in order to offer guests a quite and nice dining environment.

The restaurant will serve beer, wine, sake and cocktail. All servers will be well trained and aware the rule to handle the liquor. Regular training and meeting is required for everyone who serves the liquor. We will make sure we are the good citizen of the community.

We anticipate the ratio of food and alcohol sales will be 90% to 10%. Even though liquor and seafood complimentary each well, but we will not have any special promotion of liquor sales.

Storming Crab is a family restaurant with liquor sales less than 15%. We will entertain all family type guests and offer all family members have a nice meal. We will attract more in middle age and maturity guests. There is no charge for the guest to enter the restaurant for a nice meal and drink.

Menu:

Please see attached Sample menu. It will be a minor revision when the restaurant official open for business..

Community:

We will be a good member of the community. We will get back to the community. We wish we will make contribution to the local economy.

Flavor

Crab House Cajun
Garlic Butter
Plain (No Seasoning)

Spicy Level

Mild
Medium
Hot

Appetizers

Hush Puppi 3.29
Onion Ring 3.29
Sweet Potato Fries 3.29
Fried Okra 3.29
Cheese Stick 1.99
Fries (Cajun/Lemon Pepper) 2.99
Seafood Bread(4) 7.99
Chicken Wing(6) 5.99 **(12)** 7.99
 (Regular, Cajun, Lemon, Pepper,
 BBQ, Buffalo)



Seafood

All seafood orders come with corn and potato

Blue Crab	Market Price/LB
Shrimp with head	Market Price/LB
Shrimp head off	Market Price/LB
Clams	Market Price/LB
White Clams	Market Price/LB
Mussels	Market Price/LB
Black Mussels	Market Price/LB
Lobster	Market Price/LB
Crawfish	Market Price/LB
Snow Crab legs	Market Price/LB
King Crab Legs	Market Price/LB
Dungeness Crab	Market Price/LB

Fried Basket

All baskets come with fries

- Calamari (15)
- Fried Shrimp (8)
- Fried Oyster (8)
- Fried Catfish (4)
- Fried Tilapia (4)
- Chicken Strip (4)



Raw Oyster

Half Doz.	PARABOLIC	17.5
One Doz.	ONE DOZ.	17.2



Exhibit H
6779 East State Street
#022-LTAB-017

Property Summary

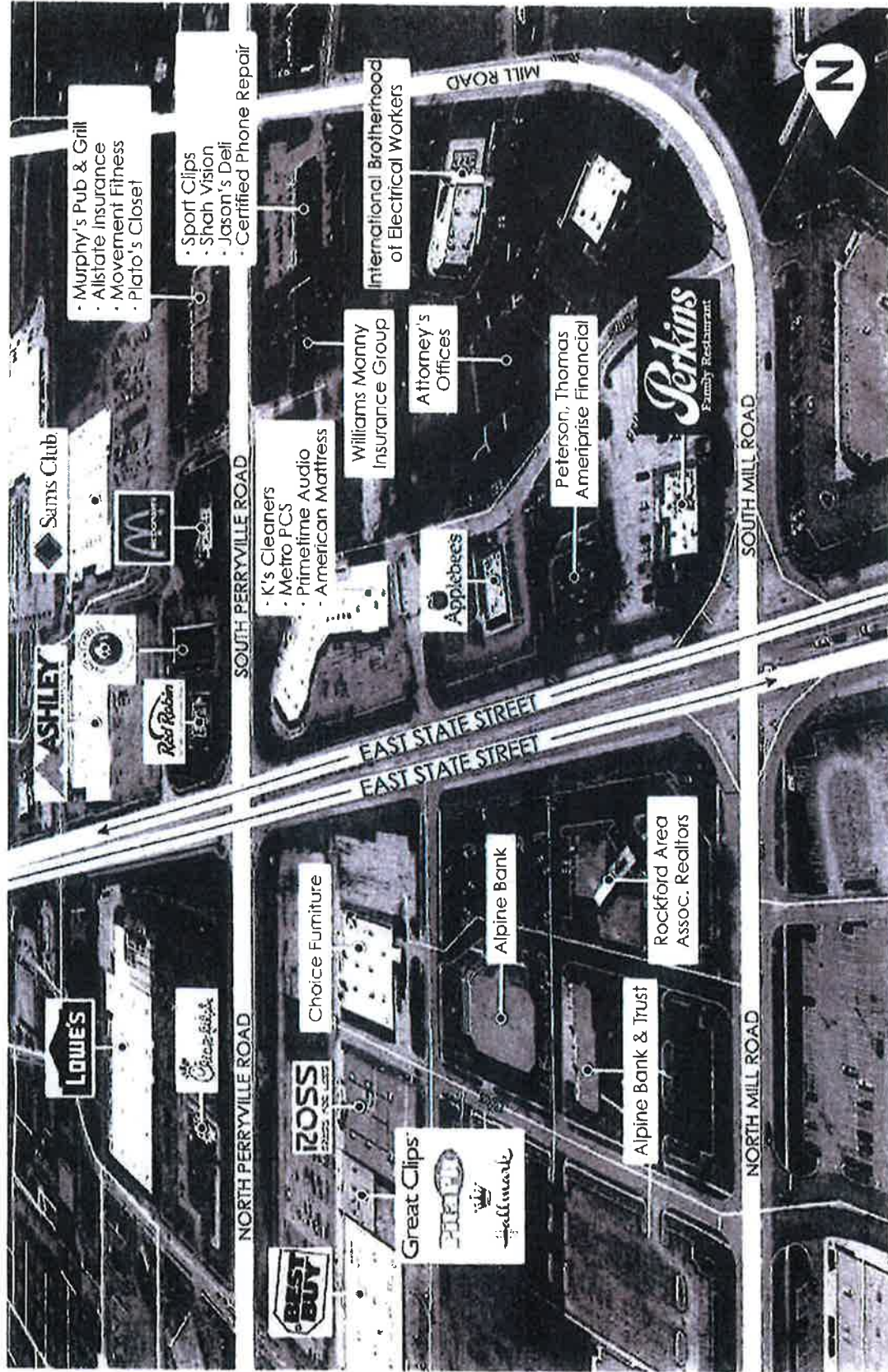
6779 East State Street
Rockford, IL 61108

Located in a High Density
Commercial Corridor

Exhibit I
6779 East State Street
#022-LTAB-017

Perkins

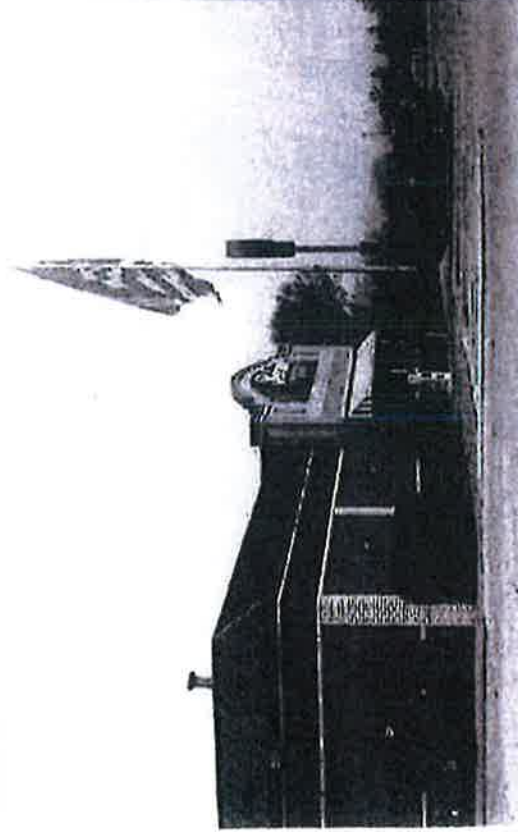
Retail Amenities - Eastbound



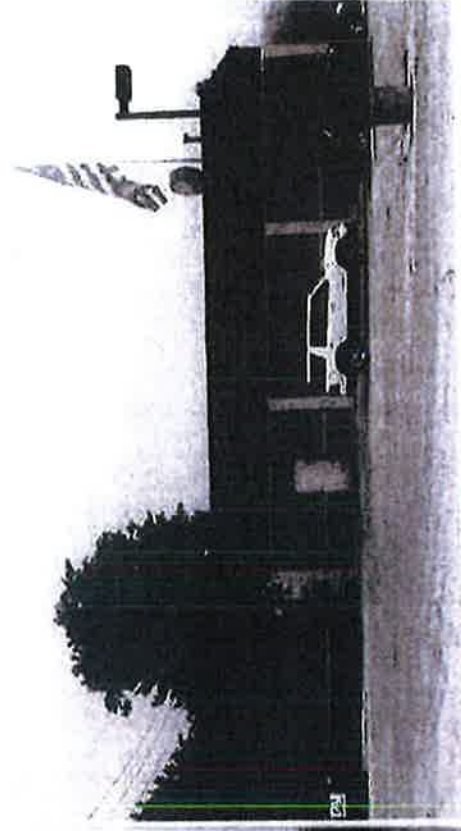
Location Highlights

- Signalized intersection at entrance to Target/Aldi/Home Goods/Hobby Lobby center.
- **This is the major retail corridor for the Rockford area with dozens of national and local tenants within a 6 block area.**
- Neighboring tenants include: Applebees, Rockford Public Library, Longhorn Steakhouse, Smokey Bones and more
- Retail tenants nearby on State Street (State Hwy 20): Office Max, Pier 1 Imports, Olive Garden, PetSmart, Burlington Coat Factory, Dick's Sporting Goods, Home Depot, Lowe's, Best Buy, Sam's Club, Ashley Furniture, Chick-Fil-A, Ross, and others.
- Traffic Count: 32,800 vehicles per day at site on State Street

Entrance



Large parking area



Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-074231	2022-04-14T15:45:47	6779 E State St	TRAFFIC HAZARD	LAWNO - LAW NO DISPOSITION NRPT - NO REPORT / NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
22-068340	2022-04-06T19:06:25	6779 E State St	CUSTOMER MANAGEMENT DISPUTE	ADV - ADVISED / ADV - ADVISED UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
22-055939	2022-03-20T15:55:22	6779 E State St	DISORDERLY	RPT - REPORT / RPT - REPORT / RPT - REPORT	Rockford Police Department
22-053680	2022-03-17T12:44:54	6779 E State St	DISORDERLY	DUP - DUPLICATE / DUP - DUPLICATE 911 CLOSE W/O SEND TO PENDING NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-225832	2021-10-16T22:56:02	6779 E State St	EMPLOYER EMPLOYEE DISPUTE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-193358	2021-09-06T20:26:37	6779 E State St	911 DUPLICATE CALL	NRPT - NO REPORT	Rockford Police Department
21-142283	2021-07-06T16:00:33	6779 E State St	911 CELLULAR HANG UP	NRPT - NO REPORT	Rockford Police Department
21-086317	2021-04-30T21:18:35	6779 E State St	WELFARE CHECK	NRPT - NO REPORT	Rockford Police Department
21-080678	2021-04-23T21:56:38	6779 E State St	SERVICE OTHER AGENCY LAW		Rockford Police Department

Exhibit J
6779 East State Street
#022-LTAB-017